



## Press Release

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### ***A REFRESHED WATER-USE IT WISELY WEBSITE MAKES A SPLASH!***

Did you know that you can use a screwdriver as a soil probe to monitor yard watering? By irrigating only when your landscape needs it, you can save over 2,000 gallons of water a year!

For nearly 15 years, over 100 tips like this have been at the heart of the Arizona-based water conservation campaign, Water - Use It Wisely. The [campaign's website](#) continues to top search engine results for "water conservation," due to its popularity as a hub of water-saving ideas and resources. Recently, Water - Use It Wisely seized an opportunity to make the site even more engaging and fun for its visitors.

While the site continues to boast more than [100 highly effective water-saving devices and tips](#), the list is now easier than ever to navigate and share. Each tip has been reimagined as a full-size color poster that can be downloaded and printed—a perfect solution for teachers—as well as shared via e-mail, Twitter, Facebook and Pinterest. Users can choose to view the tips online in an arrangement of the new posters, or as an organized list, and can also sort them by category, such as in the kitchen or bathroom.

A wealth of other resources can also be accessed through the site, including watering and landscaping guides, educational games, "how-to" pages on landscape care and ways to join the cause. Additionally, these resources can now be viewed in an easy-to-read layout on mobile devices, such as smart phones or tablets. The optimized site has been designed to allow mobile visitors to easily browse the site, sign up for local workshops, find nearby nurseries and more, right from the palms of their hands.

Water – Use It Wisely continues to host an active news blog that covers a wide range of topics, like conservation tips, local events and classes, landscaping and xeriscaping advice, local TV appearances and suggestions for living a greener, more sustainable lifestyle. Recent blog posts are now featured on the homepage, and users can even be notified of the latest Water – Use It Wisely updates by signing up for a monthly newsletter.

Visit [WaterUseItWisely.com](http://WaterUseItWisely.com) to experience the new site first-hand. While there, be sure to check out the [Celebrate Arizona Water Photo Contest](#) page for details on how to enter for a chance to win a \$500 gift card to a local nursery. You can also view the contest submission gallery, a collection of nearly 70 original photos—and counting—that capture the importance and wonder of water in Arizona.

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### ***About Water – Use It Wisely***

*The Water - Use It Wisely campaign was launched in 1999 to promote an ongoing water conservation ethic among Arizona's rapidly growing population. Partners include the cities of Phoenix, Mesa, Scottsdale, Chandler, Glendale, Tempe, Peoria, Avondale, Surprise, Queen Creek and Fountain Hills. Additional partners include the Arizona Municipal Water Users Association, Global Water Resources, EPCOR Water and Salt River Project. Following Arizona's lead, more than 300 towns, cities, states, utilities, and private and public organizations have adopted the Water - Use It Wisely campaign and are running the program throughout North America.*